

July Financial Wellness Toolkit

You help your members afford life – we'll help you do that. To aid with your public relations, media relations, and marketing workload, we'll provide you with personal finance content each month to use in your credit union's communication channels.

Here's the story...

Our Financial Wellness Toolkit release contains useful information and tips to share with your members in your longer-format communication tools, including newsletters, blogs, and/or website articles. Use this story however you'd like!

The last few summers have not been ideal for kids. But, since things seem to be moving in the right direction, it's time to start thinking about ways to help your children prepare for their future, and that means summer jobs.

Summer jobs are great for kids because they have the opportunity to learn a new skill, while also earning money and learning the value of a dollar. Having real-life experiences like dealing with a problematic co-worker or answering to a supervisor are great life lessons that they can refer back to when they finally start their careers.

Teens will be in high demand this summer due to staffing shortages, so make sure your child finds a summer job that best suits their needs. Restaurants, public pools, and summer camps are just some of the options available for teens to look for work. TeenLife has a comprehensive list of more than 4,000 [summer programs](#) available, with interests varying from the arts, sports, nature, academics, leadership, and volunteer opportunities.

When your child starts earning a paycheck, this is a great way to begin teaching them about how to be financially responsible. It can be so easy at first to spend their paycheck but teaching your children about the value of saving money can have long-lasting effects that can help them be more financially sound in the future.

You can even talk to your credit union about opening a savings account for your child to deposit their paychecks. There are a variety of programs available at credit unions to help your child's financial future as they navigate high school, college, internships, and hopeful careers.

It's also important to be mindful of your child's needs this summer. Some teens want to rush out and get a summer job in their first step toward independence, while others need more time to acclimate to the post-pandemic world. Talk to your child about what's negotiable and what's non-negotiable before setting unrealistic expectations.

Regardless, now is the time to start making a plan for your child this summer.

For Social Media

Here are a few timely messages in 280 characters or less for your credit union's social media presence.

#CreditUnions

Do you know the differences between a credit union and a bank? Find out more:

<https://yourmoneyfurther.com/>

Credit unions offer lower rates on car loans than banks! Learn more:

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CUs exist to serve their members, not make a profit for shareholders. Learn more:

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Get a jump on your finances by visiting your local credit union today. Learn more:

<https://yourmoneyfurther.com/>

#SummerJob #LearnToEarn

Teach your kids how to apply for their first job this summer so they can #LearnToEarn

Learn more here: [Link to release/article](#)

Is your child ready for their first #SummerJob? Click here to see how you can help them

secure their first job: [Link to release/article](#)

Support your child as they learn how to be financially stable after getting their first

#SummerJob: [Link to release/article](#)